

# Rhode Island Appliance Recycling



National Grid Rhode Island sponsors the Appliance Recycling Program (“the program”) to help its customers get rid of unwanted refrigerators and freezers. Piggybacking on research in Massachusetts and working with the Appliance Recycling Program in Connecticut, this study estimates the gross and net energy savings achieved by the program in 2019 and 2020. The study also explores optimal incentive levels and the importance of incentives relative to other program benefits. While the incentive proved to be the most important program driver for participants, nearly one-half of respondents would have participated without one. The study recommends updating gross and net savings, continuing to offer the \$50 incentive, holding higher incentive promotions, and exploring scenarios without an incentive.

## Main Takeaways

### Recommendation 1

Use the values in the tables below for program planning and updating the Rhode Island Technical Reference Manual.

### Recommendation 2

Keep the incentive at \$50 and continue to offer promotions at higher incentive levels.

### Consideration

Explore the possibility of offering no incentive, replacing them with only special promotions that pay out incentives.

## Key Findings

### Current and Recommended Rhode Island TRM Values



Refrigerators

	Current	Recommended
Gross Savings	1,004	983
Realization Rate	0.88	0.90
NTG Ratio	0.44	0.46



Freezers

	Current	Recommended
Gross Savings	724	754
Realization Rate	0.68	0.83
NTG Ratio	0.56	0.50

### Incentives Exploration



A statistical model predicted that respondents would accept an \$84 incentive reduction. Most respondents had received a \$125 incentive rather than the current \$50 one.



Approximately 50% of the respondents asked said that they would have participated even without an incentive.



Most respondents were not willing to pay to have their refrigerator or freezer picked up.

### Most Important Reason for Program Participation (Percent of respondents, n=194)



Incentive

42%



Ease of pick-up

20%



Trust in utility

16%



Environmental benefits

15%



Electric bill savings

8%